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IMAGEX.COM™

YOUR ONLINE PRINTING SOLUTION™

**The Business Printing Industry:
“Towards Efficient High Touch”**

**Eric Bean
Vice President
Products & Technology**



E-commerce: Huge B-to-B Opportunities

The Internet's third wave:
Business-to-business e-commerce

1. Portals

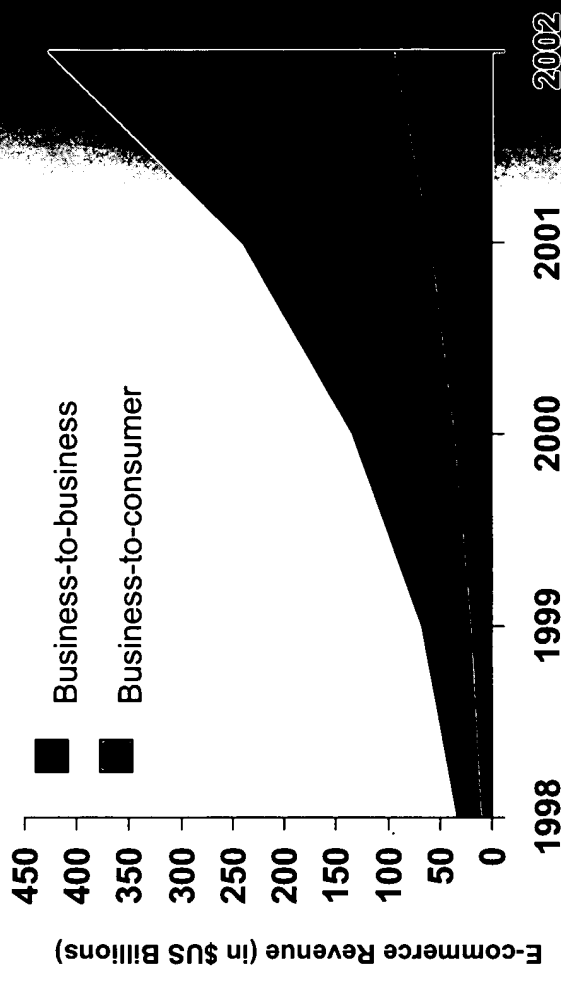
YAHOO!

2. Business-to-consumer

BOOKS, MUSIC & MORE
amazon.com

3. Business-to-business

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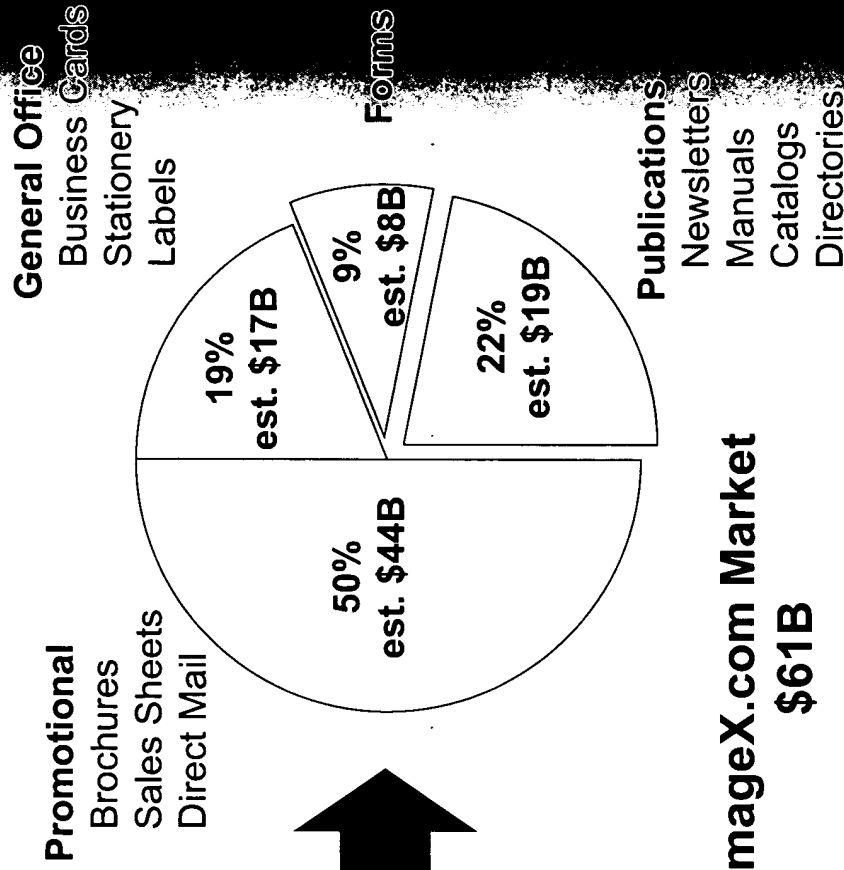
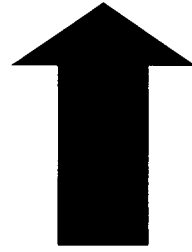
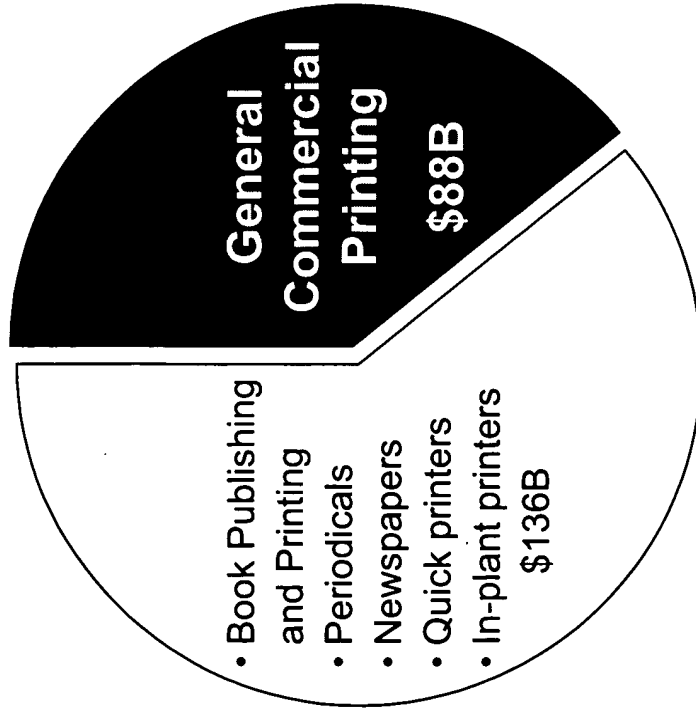
Source: International Data Corp.

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E-commerce: Huge B-to-B Opportunities

- ✓ Large market
- ✓ Existing customer print budgets



US Printing & Publishing
\$224B

ImageX.com Market
\$61B

Source: CAP Ventures, Inc.; Company Estimates



Some Internet/Digital Printing Killer Apps

Eric Bean's Quick List:

1. Business print procurement
2. SOHO business printing
3. Custom book manufacturing
4. "Nasdaq" for printing services
5. Guaranteed print at distributed locations
6. Virtual load balancing
7. Walk-up print service kiosks



Some Internet/Digital Printing Killer Apps

Eric Bean's Quick List:

8. Real-time production monitoring of virtual manufacturing sites
9. Pay-as-you-go specialized print/layout/design software
10. Catalogs customized by web-surfing interests
11. Distributed point-of-purchase production
12. Remote printer & network monitoring & admin.
13. Smart printers for web content



Some Internet/Digital Printing Killer Apps

Eric Bean's Quick List:

14. Hot links: magazines & publications to web-based repositories
15. Follow-me newspapers
16. Virtual greeting cards follow-up with real thing
17. Automated, distributed document manufacturing
18. Remote custom variable sales presentations and leave-behinds
19. Remote secure printing



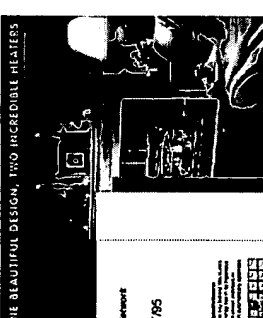
Why ImageX.com?

*ImageX.com provides a unique
e-commerce service that enables
businesses to manage, edit, proof and order
printed business materials over the Internet.*



Marketing Materials

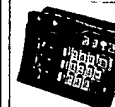
Give Beautiful Design, Two Incredible Heaters



Symbol®
Peer Information Network
WaveLink®
for Windows NT/95

Symbol's WaveLink for Windows NT/95 is a powerful, easy-to-use network solution that allows you to connect your Symbol devices to your Windows NT/95 system. It's the perfect solution for businesses that need a reliable, high-speed network connection. WaveLink for Windows NT/95 is available in two versions: WaveLink for Windows NT/95 and WaveLink for Windows NT/95. Both versions are easy to install and use, and they provide a secure, reliable connection to your Symbol devices. WaveLink for Windows NT/95 is the perfect solution for businesses that need a reliable, high-speed network connection.

Everest Payment Terminal



The Everest Payment Terminal is a handheld device that allows you to accept payments from your customers. It's easy to use and provides a secure, reliable connection to your payment system. The Everest Payment Terminal is available in two versions: Everest Payment Terminal and Everest Payment Terminal. Both versions are easy to install and use, and they provide a secure, reliable connection to your payment system. The Everest Payment Terminal is the perfect solution for businesses that need a reliable, high-speed network connection.


SC 542

The SC 542 is a handheld device that allows you to accept payments from your customers. It's easy to use and provides a secure, reliable connection to your payment system. The SC 542 is available in two versions: SC 542 and SC 542. Both versions are easy to install and use, and they provide a secure, reliable connection to your payment system. The SC 542 is the perfect solution for businesses that need a reliable, high-speed network connection.

Verifone


Verifone is a company that provides payment processing services. They offer a variety of payment processing solutions, including credit card processing, debit card processing, and mobile payment processing. Verifone is a reliable, secure, and easy-to-use payment processing solution. Verifone is the perfect solution for businesses that need a reliable, high-speed network connection.

Wireless Broadband Access




Wireless Broadband Access is a service that allows you to access the internet wirelessly. It's easy to use and provides a secure, reliable connection to the internet. Wireless Broadband Access is available in two versions: Wireless Broadband Access and Wireless Broadband Access. Both versions are easy to install and use, and they provide a secure, reliable connection to the internet. Wireless Broadband Access is the perfect solution for businesses that need a reliable, high-speed network connection.

High Capacity Internet Access Made Simple



High Capacity Internet Access Made Simple is a service that allows you to access the internet with high capacity. It's easy to use and provides a secure, reliable connection to the internet. High Capacity Internet Access Made Simple is available in two versions: High Capacity Internet Access Made Simple and High Capacity Internet Access Made Simple. Both versions are easy to install and use, and they provide a secure, reliable connection to the internet. High Capacity Internet Access Made Simple is the perfect solution for businesses that need a reliable, high-speed network connection.

Network Operations Center



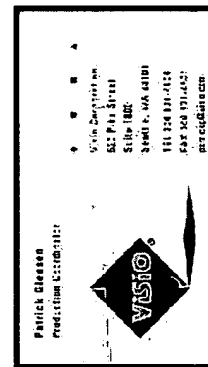
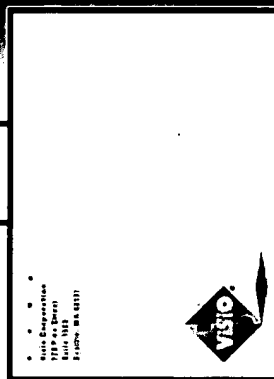
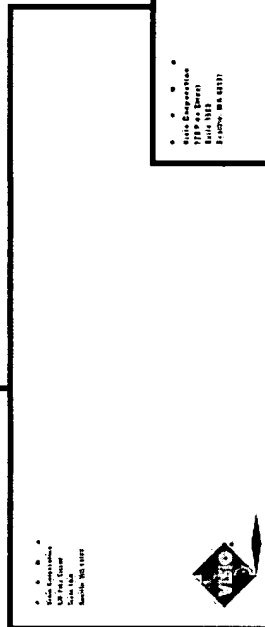
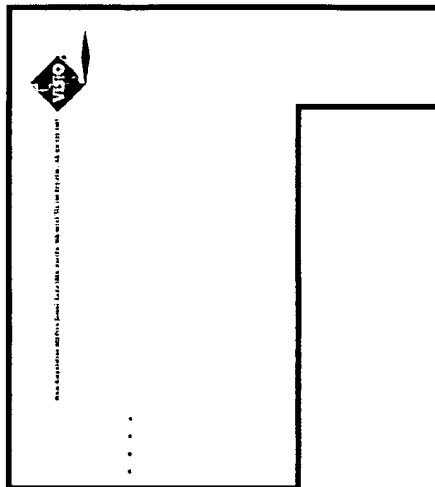
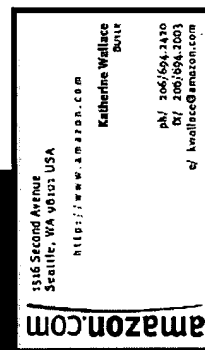
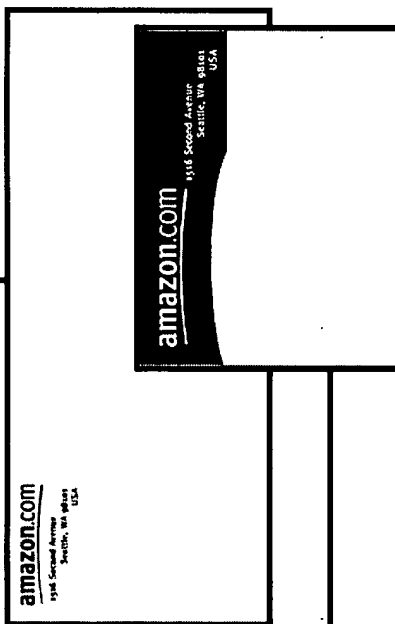
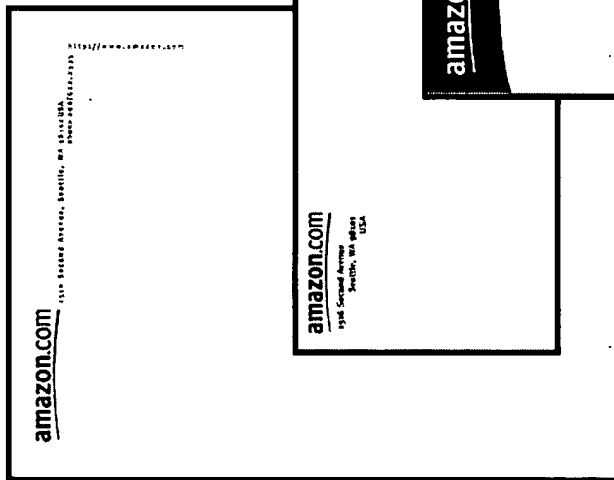
Network Operations Center is a service that allows you to monitor and manage your network. It's easy to use and provides a secure, reliable connection to your network. Network Operations Center is available in two versions: Network Operations Center and Network Operations Center. Both versions are easy to install and use, and they provide a secure, reliable connection to your network. Network Operations Center is the perfect solution for businesses that need a reliable, high-speed network connection.

ART

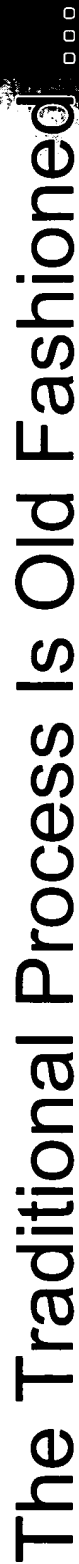
ART is a company that provides network services. They offer a variety of network services, including network monitoring, network management, and network security. ART is a reliable, secure, and easy-to-use network service. ART is the perfect solution for businesses that need a reliable, high-speed network connection.



Business Cards/Stationery



IMAGEX.COM

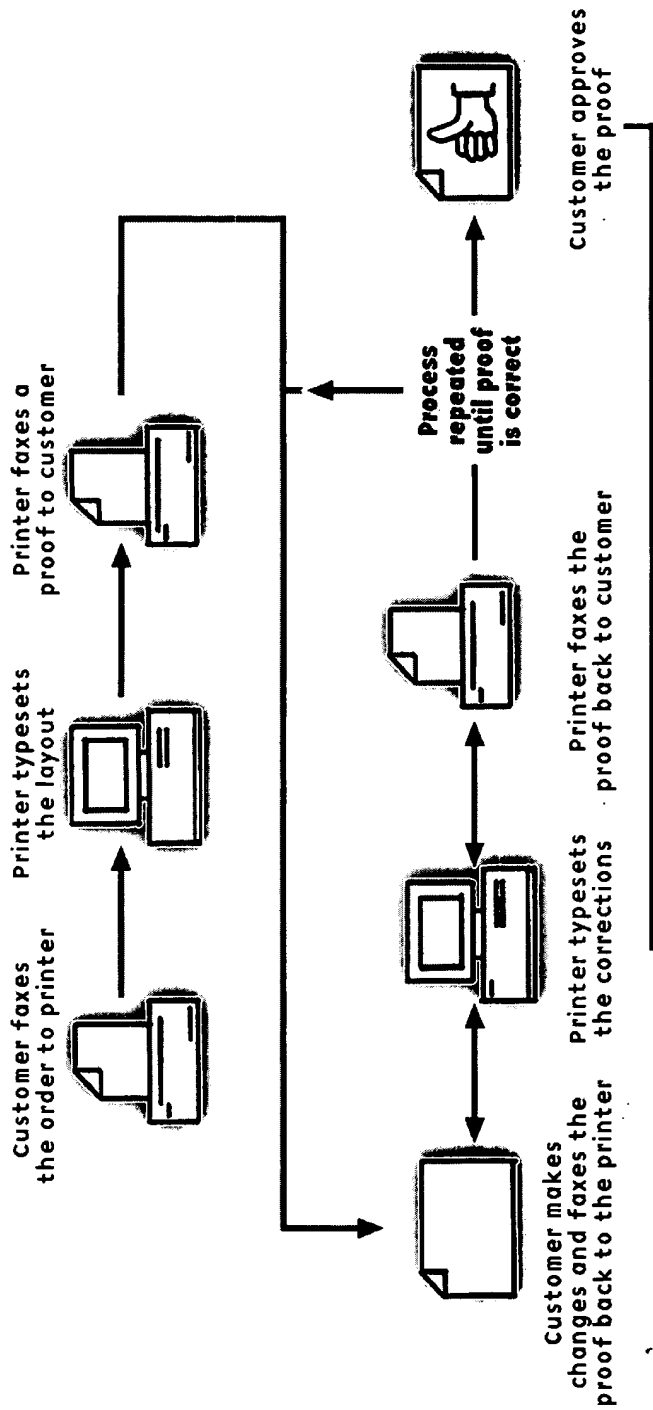
[illegible]

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The logo for ImageX.com, featuring the word "ImageX" in a bold, stylized font with a large "X", followed by ".com" in a smaller font. The logo is positioned in the bottom right corner of the advertisement.



Traditional Process: Labor-intensive, Error Prone



order



Print

The job goes to the prepress department for print production

The manufacturing process begins and the order is printed

High Touch...or
Highly Inefficient
Touch?

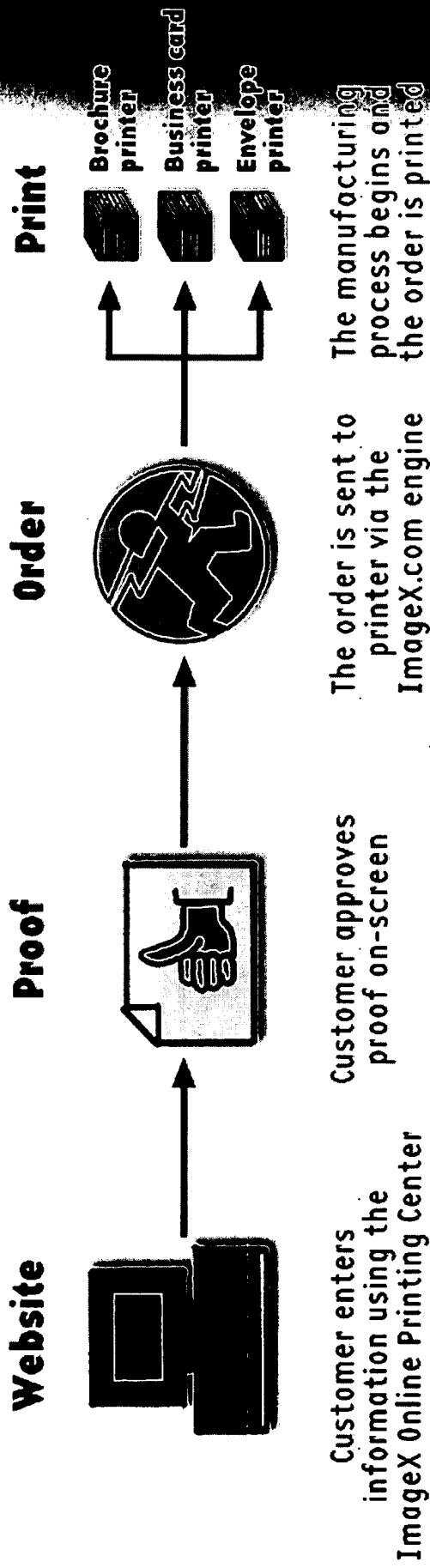
Elapsed time to order: 2 days

IMAGE X.COM



The ImageX.com Process

Companies effortlessly manage printing over the Internet.



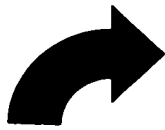
Elapsed time to order: 10 minutes

From "Highly Inefficient Touch" to "Efficient High Touch".

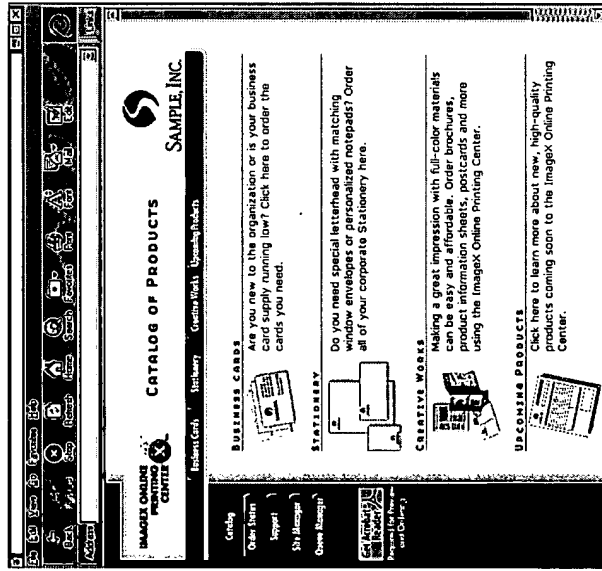


The ImageX.com Services

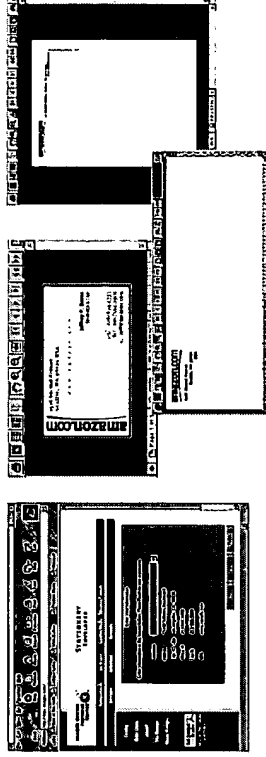
Customer's
Designs



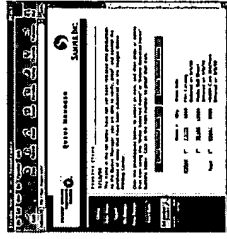
1. Web site and Online Catalog Created



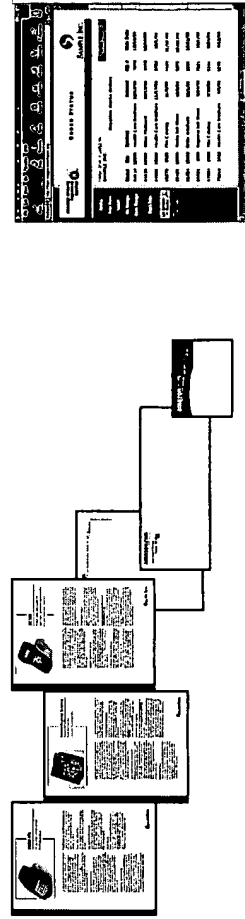
2. Modify and Proof Online



3. Approve and Release



4. Print Order Fulfilled 5. Online Reports



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Customer Benefits

Problems



Solutions

- | | |
|--|---|
| <input type="checkbox"/> High Error Rate | <input checked="" type="checkbox"/> Online Edit and Proof |
| <input type="checkbox"/> Inventory Waste | <input checked="" type="checkbox"/> Online Tracking and Management |
| <input type="checkbox"/> Multiple Vendors | <input checked="" type="checkbox"/> One Stop Solution |
| <input type="checkbox"/> High Operating Costs | <input checked="" type="checkbox"/> Reduced Operating Costs |
| <input type="checkbox"/> Lack of Visibility of Selection | <input checked="" type="checkbox"/> Online Catalog of Print Materials |
| <input type="checkbox"/> Brand "Abuse" | <input checked="" type="checkbox"/> Brand Control via Rules |
| <input type="checkbox"/> Obsolescence | <input checked="" type="checkbox"/> Short-Run Efficiencies |



ImageX.com Case Study

The Problem

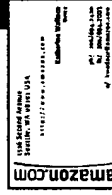
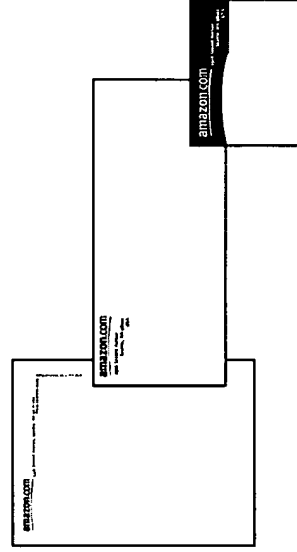
- Fax-back method of proofing resulted in long delays
- 25 man-hours per week spent calling printer
- Customer fired 3 printers in one year.

BOOKS, MUSIC & MORE
amazon.com

- ◆ World's largest on-line seller of books
- ◆ 1200 employees
- ◆ Large print budget
- ◆ Rapid expansion

ImageX.com Solutions

- Instant online proofs slashed process by an average of 5 days.
- Reduced admin time by 90% with instant on-line order status and history.
- ImageX.com "graphic rules" eliminated errors and maintains consistent corporate graphics standards.



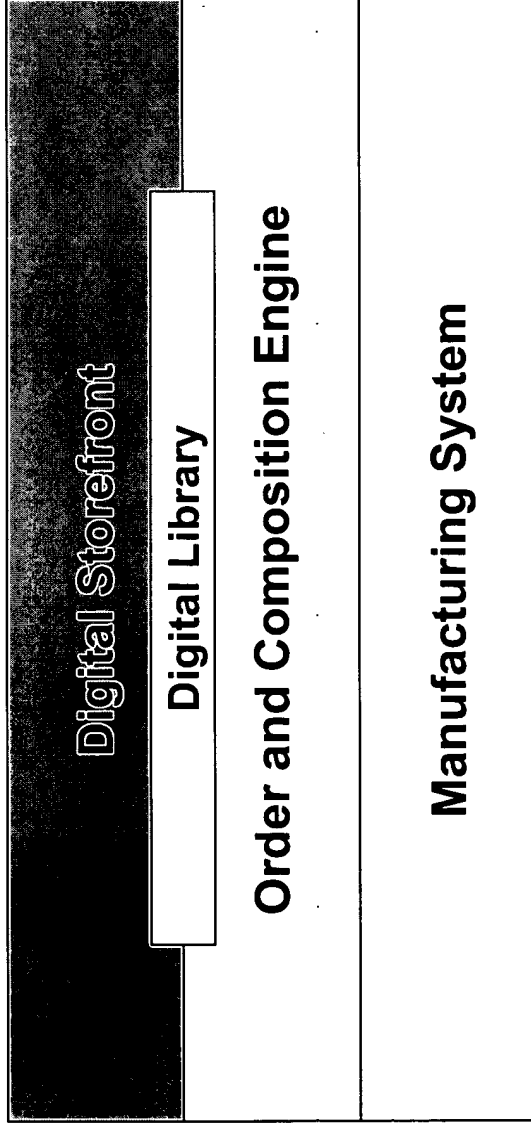
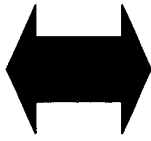
amazon.com

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Unique ImageX.com Technology

Customer



Business Card
Printer



Stationery
Printer



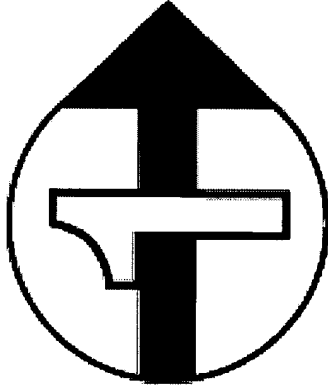
Brochure
Printer

- Integrated
- Scalable
- Standards-based
- Mass-customized

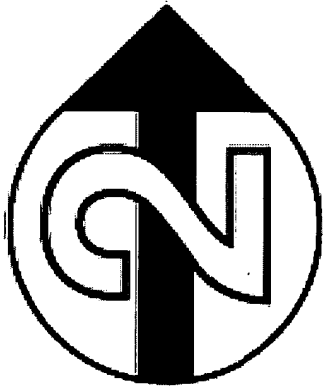
IMAGEX.COM



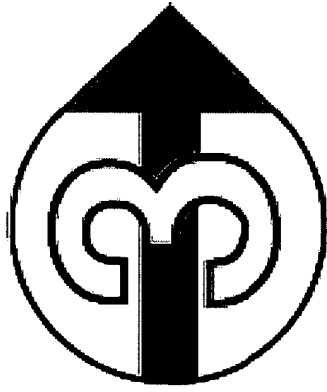
Growth Strategies: Acquiring Customers



Acquisitions
“Buy”



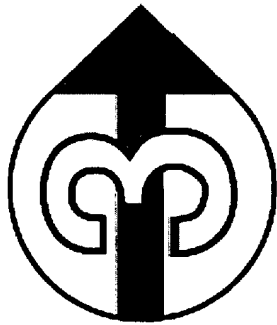
Direct Sales
“Build”



Alliances
“Borrow”



ImageX.com Alliance Strategy



**Marketing/Advertising
related services**

**Procurement
related services**

"Efficient High Touch"



Print related services

**Web related
services**

**Office
Products**

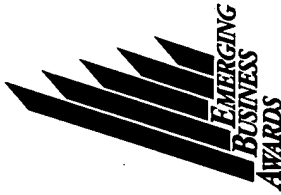
**Other Automation
related services**

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Nice Touch: Industry Recognition

Most Promising New Company



***Bellevue Chamber of Commerce
Business Innovation Award***

***Finalist, Best Internet/
Online Service***



***Digital Production Executive
Magazine - Cover Story***



Summary: Towards Efficient High Touch

- ✓ New systems are needed for the print industry to thrive in the “Internet’s Third Wave”
- ✓ Unique technology to simplify & control complex processes
- ✓ The Printing Industry Opportunity: Moving from “Highly Inefficient Touch” to “Efficient High Touch”